

JANUARY 2020

*Social Media  
Strategy*

Nasher Sculpture Center

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Important Players,  
Opportunities

# *Insights & Goals*

Knowing our audience

Demographics, Personas

Channels to focus on

Facebook, Instagram, Twitter, YouTube, IGTV

Metrics to maintain/reach

5-7% engagement, 1-2% follower increase per month

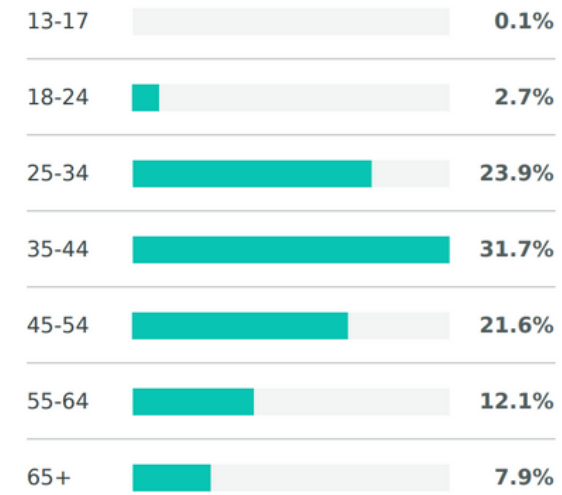
Others

Cross-departmental opportunities, integration, digitization

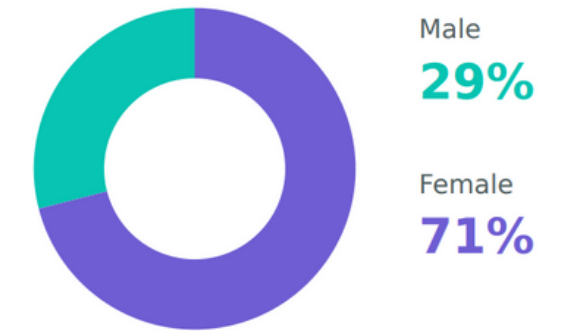
# Demographics



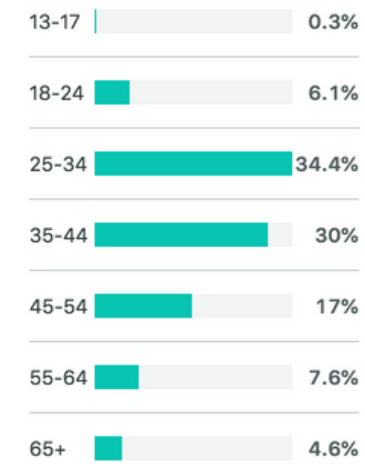
Audience By Age



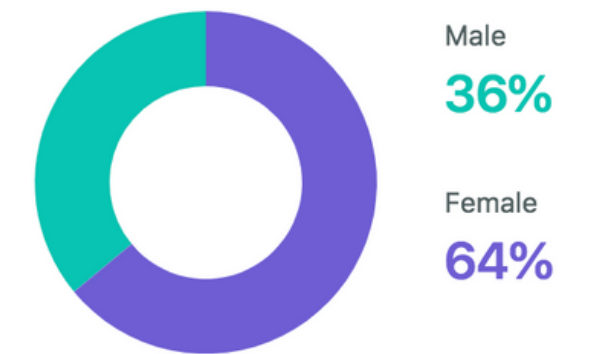
Audience by Gender



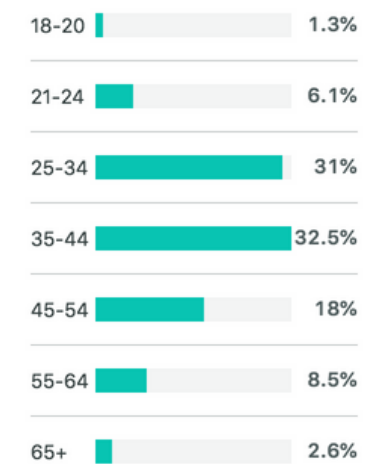
Audience By Age



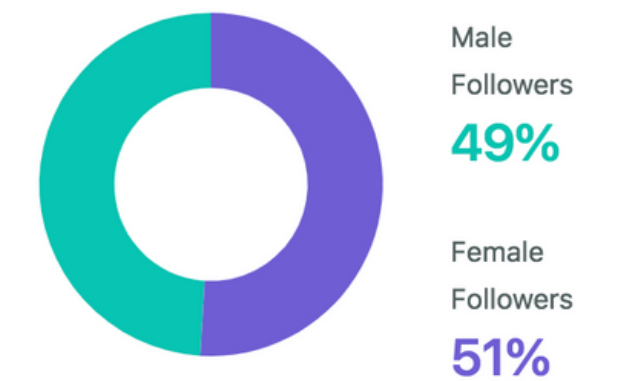
Audience by Gender



Followers by Age



Followers by Gender



## *Other insights*



- People mostly come on it for events
- Paid video content = 99% of views
- Organic only = 1%
- 16.67% of paid viewers watch full video



- Highest engagement is likes and saves
- Best-performing video is IGTV (higher reach)
- Highest story metric is tap back



- 30% Conversation, 70% update
- Highest engagement is likes, followed by retweets

# Personas – Facebook



## Time-fill Tammy

**Age**

37

**Gender**

Identifies as female

**Married?**

Yes

**Kids?**

No

### Motivators

- Works a lot and needs more hobbies to escape sometimes
- Likes making art for fun
- Wants to go to museums to be inspired
- Wants to make friends at art events

### Pain Points

- Doesn't know where to start with art
- Fears she is out of place because of her lack of experience
- Doesn't have many friends that are passionate about art

### Action

- Follows museums to learn about art
- Keeps up with and RSVPs to interesting events where she could learn about art
- Shares posts/events on wall in hopes of finding mutual interest



# Personas – Instagram



## Influenced Isabel

**Age**

26

**Gender**

Identifies as female

**Married?**

No

**Kids?**

No

### Motivators

- Loves art and artsy things
- Museum-going is favorite pastime
- Has a circle that supports her passion and shares her interests
- Wants to be knowledgeable about the latest art things in town

### Pain Points

- Tends to gravitate towards only whatever is aesthetically pleasing
- Doesn't understand some forms of art she sees in museums
- Doesn't know where to start branching out from typical Instagram traps

### Action

- Follows MoMA and The Modern to see artists she might already know (e.g. Murakami) and learn about others
- Follows anyone who looks knowledgeable about the arts
- Saves photos she likes so she can research artist later

# Personas - Twitter



## Opinionated Olive(r)

**Age**

35

**Gender**

Male & Female

**Married?**

No

**Kids?**

No

### Motivators

- Concerned about politics and stories surrounding art
- Interested in social justice and institutional aspects of museums
- Converses on articles about art market and art world scandals
- Loves seeing art but is disappointed by museums

### Pain Points

- Feels he/she is not heard or important when it comes to art news
- Has to balance desires to support arts and stand up for beliefs

### Action

- Follows museums he/she supports and art personalities that share sentiments (e.g. William Powhida, Tyler Green)
- Retweets, tweets works he/she likes
- Raises concerns about female artists and artists of color
- Keeps up with stories of art world like Whitney Biennial protest and big art prizes



# *Barry X Ball*

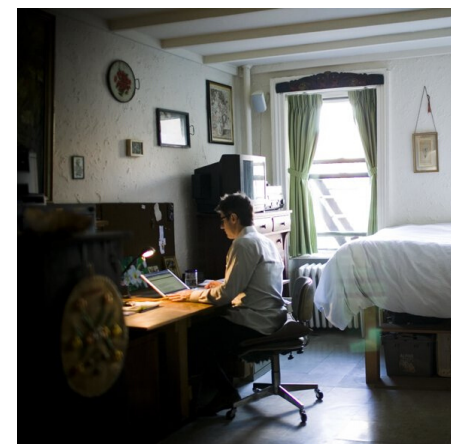
**REACHING THESE  
PERSONAS**



Tammy - accessible  
entryway into art history



Isabel - aesthetically-  
pleasing material,  
helpful for branching out



Olive(r) - controversial,  
conversation starter

# *Tammy's Customer Journey*

## **Step 1**

Enticed by a Free First Saturday event post

## **Step 2**

Joins a Visitor Experiences tour during event, talks more in-depth about exhibition

## **Step 3**

Feels encouraged to participate in dialogue, posts about her visit and why/why not she liked the exhibition.

# *Isabel's Journey*

## **Step 1**

Sees Envy/Purity on Instagram and is surprised to see something like it in Dallas.

## **Step 2**

Visits Nasher to see it in person, brings camera for photo ops.

## **Step 3**

Catches the eye of VE staff, strikes up conversation about exhibition and involvement in the arts, feels encouraged to come back and maybe become a member

# *Olive(r)'s Journey*

## **Step 1**

Sees a (re)tweet of 360 clips and art reviews of show

## **Step 2**

Expresses taste/distaste for exhibition

## **Step 3**

Responded to by Nasher Twitter, encouraged to come in person to see it, write a review, etc. and discuss it with VE staff

# *Opportunities*

## Reaching out to other institutions

Perot as main, other museums in region, or other museums that have original compositions that Barry scanned from

## Digital interface

Portraits as foundations for engagement--emojis, user-generated portrait photos from local photogs, abstract drawings from original compositions

## Ask a Curator/Conservator

Processes going into installation, curation, conservation of fragile stones, materials not usually worked with at Nasher, etc.

## Education opportunities

Delving into the concept of doubles/doppelgangers, art history briefings, etc.



# *First Month*

## **FEBRUARY 2-8**

Back-and-forth of Nasher Prize content and BXB content. By now reviews have gone out, do Instagram Live sessions with Jed about curating show. Capitalize on FFS

## **FEBRUARY 16-22**

Easing into NP month now, promoting Spring Break and Dialogues. Hone in on specific BXB inspirations (e.g. Medardo Rosso compare/contrast). Invite partnering institutions



## **JANUARY 24-31**

Opening of show, brief explanations every post of a specific work or idea (e.g. Envy/Purity, St. Bartholomew, Doubles/Portraits)

## **FEBRUARY 9-15**

Integrate 'Resist/Release' content with NP and BXB. Make cuts of 360 for Twitter and Instagram stories. Education workshops and reviews posted on Facebook. Ease into short education videos like Modern Moses one